



# CALL FOR PAPERS

**DEPARTMENT OF COMMERCE  
MATA SUNDRI COLLEGE FOR WOMEN  
(University of Delhi)**

**invites original research papers, concept papers and case studies for**

**INTERNATIONAL CONFERENCE  
on**

## **“RECENT ADVANCES AND CHALLENGES IN FINANCE & MARKETING FOR NEW INDIA @2022”**

**Date**

**September 06-07, 2019**

**Venue**

**Mata Sahib Kaur Auditorium,  
Mata Sundri College for Women, New Delhi-110002**

**E-mail: [msscconference19@gmail.com](mailto:msscconference19@gmail.com)**

**College Website: <http://www.ms.du.ac.in>**

The **Special Features** of the Conference include:

- Publication opportunity in conference proceedings.
- Technical Sessions by Eminent Speakers.
- Best Paper Award. (One in each technical session)

### ABOUT THE COLLEGE

Mata Sundri College for Women is one of the well-recognised colleges of University of Delhi, and of immense repute. It was founded on 17<sup>th</sup> July, 1967. It endeavours to facilitate young women in providing them with the necessary knowledge and life skills as they become ready to embark on their journey of life with confidence and vigour.

### ABOUT THE CONFERENCE

Department of Commerce, Mata Sundri College for Women, is organizing an International Conference on “Recent Advances and Challenges in Finance and Marketing for New India @2022” on 06 and 07 September, 2019. The conference envisages a greater connect between academia-industry-government to identify and discuss the emerging developments and challenges in finance, marketing and corporate social responsibility of business and other emerging issues to support the policy formulation and economic development.

#### Themes and Sub-Themes of Technical Sessions:

The research papers, concept papers and case studies are invited on the following themes of the conference. The sub-themes of the conference include but are not limited to:

#### DAY 1

BANKING	FINANCE
<ul style="list-style-type: none"> <li>➤ Urban and Rural Transformation through Banking</li> <li>➤ Social Banking</li> <li>➤ Corporate and Retail Banking</li> <li>➤ Infrastructure and Project Finance</li> <li>➤ Foreign Exchange Market in India</li> <li>➤ Artificial Intelligence</li> <li>➤ Virtual Currencies</li> <li>➤ Big Data Analytics</li> <li>➤ Risk Management in Banks</li> <li>➤ Cyber Security and Banking Frauds</li> <li>➤ Other emerging trends in Banking</li> </ul>	<ul style="list-style-type: none"> <li>➤ Financial Accounting and Disclosures</li> <li>➤ Stock markets and Stock Indices</li> <li>➤ Development of Financial Institutions and Markets</li> <li>➤ Capital Market Flows</li> <li>➤ Foreign Direct Investment and Foreign Institutional Investment</li> <li>➤ Derivative Market</li> <li>➤ Strategic Accounting and MIS</li> <li>➤ Credit Rating Agencies</li> <li>➤ Mutual Funds</li> <li>➤ Insurance</li> <li>➤ Disruptive Modeling in Finance</li> <li>➤ Other emerging trends in Finance</li> </ul>

#### DAY 2

MARKETING	CONTEMPORARY ISSUES
<ul style="list-style-type: none"> <li>➤ Building Customer Relationships</li> <li>➤ Marketing Intelligence</li> <li>➤ E-Commerce</li> <li>➤ Big Data Analytics in Marketing</li> <li>➤ Managing Marketing Disruptions</li> <li>➤ Dynamics of Consumer Behavior</li> <li>➤ Digital Marketing Strategies</li> <li>➤ New Age Marketing Communication tools</li> <li>➤ Ethics in Marketing</li> <li>➤ Innovations in Marketing</li> <li>➤ Paradigm shift in consumer behavior</li> <li>➤ Customer engagement strategies</li> <li>➤ Market Transformation and Strategies</li> <li>➤ Contemporary issues in marketing</li> </ul>	<ul style="list-style-type: none"> <li>➤ Corporate Social Responsibility</li> <li>➤ Corporate Governance and Reporting</li> <li>➤ Corporate Social Performance</li> <li>➤ Stakeholders Activism and Engagement</li> </ul>

**The papers should be submitted in MS Word format with the main theme to be mentioned in subject line at [msscconference19@gmail.com](mailto:msscconference19@gmail.com)**

### Important Dates:

Submission of Abstract	:	<b>01 July, 2019</b>
Submission of Full Paper	:	<b>16 August, 2019</b>
Notification for Paper Acceptance	:	<b>25 August, 2019</b>
Last date for Registration	:	<b>31 August, 2019</b>

### Guidelines for Authors:

The participants are required to send the full manuscripts along with an abstract not exceeding 200 words. The full text manuscripts should be submitted by one of the authors. The author should clearly mention the conference track under which the paper is to be included.

#### Typeset

1. Title: Title of paper, name(s) of author(s), affiliation(s), contact details
2. Length: Word limit 3000 min-5000max (including title, tables, charts and key references)
3. Margins: 2.5 cm or 1 inch throughout (left, right, top, and bottom)
4. Orientation : Portrait
5. Font: Times New Roman, 12 point
6. Line spacing: 1.5 lines (for the main text) & Single (for key references)
7. References: Minimum 10 -- Maximum 30.
8. References should be in Harvard APA Style.

Full text papers will be blind reviewed by the members of the Technical and Review Committee to access their quality and relevance. The reviewers' recommendation will be final. Notification for acceptance of paper will be sent to the authors by email.

Accepted papers will be published in an ISBN numbered conference proceedings after author confirmation. The Chairpersons will select one best paper for "Best Paper Award" in each technical session.

### Registration Charges:

All the participants attending the conference are required to register for the conference. In case of multiple authors, at least one author must pre-register for the conference. Separate registration is required for each author otherwise certificate will be given to only one author.

Category	Amount
1. Faculty/Research Scholar / Delegates, submitting full papers by 25 July, 2019 (early submission incentive)	INR 1000
2. Other Faculty/Research Scholar/Delegates-single author	INR 1200
3. Co-author Participants (second and others, each)	INR 800
4. Foreign delegates and participants	USD 80

For complete registration follow the link below:

<https://forms.gle/zefYg2PRVzGX8YmR6>

### Payment Mode:

Online remittances (NEFT/RTGS) to Punjab and Sind Bank Account:

**Branch:** Mata Sundri College for Women

**Saving Bank Account Number: 07841000001078, IFSC Code: PSIB0000784**

**MICR CODE: 10023053**

(Kindly submit the proof of details of remittance for confirmation)

Registration fees can also be paid through Demand Draft (DD) drawn in favour of "The Principal, Mata Sundri College for Women" payable at NEW DELHI.

### Chief Patron

**Padma Shri S. Vikramjit Singh Sahney**, Chairman, College Governing Body

### Patron

**Dr. Harpreet Kaur**, Principal, Mata Sundri College for Women.

### Convenor

**Dr. Renu Arora**, Assistant Professor

### Co-Convenors

**Dr. Sharda Garg**, Associate Professor

**Dr. Sapna Dhaliwal**, Assistant Professor

### Organising Committee

**Head : Ms. Parvinder Kaur**, Associate Professor, Teacher in-Charge,  
Department of Commerce.

**Members:** Faculty Members of Department of Commerce.

### For further information, contact:

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